

## ORDER



**Orders**  
**Order / Rev:** 719259 - 1  
**Alt Order #:** 06355377  
**Product Desc:** NRCC IE Flight 10/12-10/18, 2012  
**Estimate:** 3267  
**Flight Dates:** 10/12/12 - 10/18/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC-IE  
**Demographic:** A35-64  
**Product Codes:** PL-State/Local,IS-Issue/Non  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	47	\$44,200.00	\$37,570.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	47	\$44,200.00	\$37,570.00	80.80
<b>Totals</b>	<b>47</b>	<b>\$44,200.00</b>	<b>\$37,570.00</b>	<b>80.80</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/12/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$500.00		1.30			
2	KPNX	10/12/12	10/12/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					2	\$500.00		1.10			
3	KPNX	10/12/12	10/12/12	M-F 430-5a M-F 430-5a	CM	430-5a	----F--	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$30.00		0.30			
4	KPNX	10/12/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$800.00		1.30			
5	KPNX	10/12/12	10/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		2.00			

Order / Rev: 719259 - 1  
 Alt Order #: 06355377  
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC-IE  
 Product Desc: NRCC IE Flight 10/12-10/18, 2012  
 Estimate: 3267  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/12/12	10/12/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$850.00		1.70			
7	KPNX	10/15/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$500.00		1.30			
8	KPNX	10/15/12	10/15/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$500.00		1.10			
9	KPNX	10/15/12	10/15/12	M-F 430-5a M-F 430-5a	CM	430-5a	M-----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$30.00		0.30			
10	KPNX	10/15/12	10/15/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$800.00		1.30			
11	KPNX	10/15/12	10/15/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		2.00			
12	KPNX	10/15/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$850.00		1.70			
13	KPNX	10/13/12	10/13/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$2,400.00	P-2	3.90	NM	1	\$2,400.00
12 NWS 10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$2,400.00		3.90			
14	KPNX	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	-----S-	:30	1	\$2,200.00	P-2	4.30	NM	1	\$2,200.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$2,200.00		4.30			
15	KPNX	10/13/12	10/13/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	2	\$1,200.00	P-2	2.30	NM	2	\$2,400.00
DRAMA ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$1,200.00		2.30			
16	KPNX	10/13/12	10/13/12	Sat Prime C Law & Order: SVU	CM	9-10p	-----S-	:30	2	\$1,200.00	P-2	1.90	NM	2	\$2,400.00
DRAMA ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$1,200.00		1.90			
17	KPNX	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$450.00	P-2	1.10	NM	2	\$900.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$450.00		1.10			
18	KPNX	10/14/12	10/14/12		CM	9-10p	-----S	:30	2	\$2,000.00	P-2	4.10	NM	2	\$4,000.00

Order / Rev: 719259 - 1  
 Alt Order #: 06355377  
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC-IE  
 Product Desc: NRCC IE Flight 10/12-10/18, 2012  
 Estimate: 3267  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local Prime Special Connecting Arizona		(9:00 PM-10:00 PM)									
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$2,000.00		4.10			
19	KPNX	10/18/12	10/18/12	M-F 3-4p Ellen	CM	3-4p	---T---	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$500.00		1.30			
20	KPNX	10/18/12	10/18/12	M-F 4-5p 12 News EVB	CM	4-5p	---T---	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					2	\$500.00		1.10			
21	KPNX	10/18/12	10/18/12	M-F 430-5a M-F 430-5a	CM	430-5a	---T---	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$30.00		0.30			
22	KPNX	10/18/12	10/18/12	M-F 5-530p M-F 5-530p	CM	5-530p	---T---	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$800.00		1.30			
23	KPNX	10/18/12	10/18/12	M-F 6-630p 12 News 6pm	CM	6-630p	---T---	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,200.00		2.00			
24	KPNX	10/18/12	10/18/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$850.00		1.70			
25	KPNX	10/16/12	10/16/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$500.00		1.30			
26	KPNX	10/16/12	10/16/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					2	\$500.00		1.10			
27	KPNX	10/16/12	10/16/12	M-F 430-5a M-F 430-5a	CM	430-5a	-T-----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$30.00		0.30			
28	KPNX	10/16/12	10/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$800.00		1.30			
29	KPNX	10/16/12	10/16/12	M-F 6-630p 12 News 6pm	CM	6-630p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,200.00		0.00			
30	KPNX	10/16/12	10/16/12		CM	7-9a	-T-----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00

Order / Rev: 719259 - 1  
 Alt Order #: 06355377  
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: NRCC-IE  
 Product Desc: NRCC IE Flight 10/12-10/18, 2012  
 Estimate: 3267  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show 7-9a											
				NBC Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$850.00		1.70			
31	KPNX	10/16/12	10/16/12	Tue Prime B	CM	8-9p	-T-----	:30	2	\$4,000.00	P-2	5.90	NM	2	\$8,000.00
				The Voice											
GO ON/NEW NORM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					2	\$4,000.00		5.90			
32	KPNX	10/17/12	10/17/12	M-F 3-4p	CM	3-4p	--W----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
				Ellen											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$500.00		1.30			
33	KPNX	10/17/12	10/17/12	M-F 4-5p	CM	4-5p	--W----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
				12 News EVB											
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					2	\$500.00		1.10			
34	KPNX	10/17/12	10/17/12	M-F 430-5a	CM	430-5a	--W----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
				M-F 430-5a											
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$30.00		0.30			
35	KPNX	10/17/12	10/17/12	M-F 5-530p	CM	5-530p	--W----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
				M-F 5-530p											
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$800.00		1.30			
36	KPNX	10/17/12	10/17/12	M-F 6-630p	CM	6-630p	--W----	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
				12 News 6pm											
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,200.00		2.00			
37	KPNX	10/17/12	10/17/12	M-F Today Show 7-9a	CM	7-9a	--W----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
				NBC Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$850.00		1.70			
													Totals	47	\$44,200.00
*Tax 1 Note: Tax 0.5%.															

\*Tax 1 Note: Tax 0.5%.